

**IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE**

Appl. No. : 10/538,101  
Applicant(s) : PHILIP STEVEN NEWTON, ET AL.  
Filed : JUNE 8, 2005  
Conf. No. : 1381  
A.U. : 2623  
Examiner : SIPPLE IV, EDWARD C.  
Atty. Docket : NL 021366

Title: APPARATUS AND METHOD FOR PREVENTING SWITCHING FROM A  
CHANNEL DURING AN ADVERTISEMENT DISPLAY

**AMENDMENT and/or RESPONSE under FINAL ACTION**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Final Office action of 24 September 2008, please amend the above referenced application as follows and reconsider the application in light of the following remarks.

**This paper includes (each beginning on a separate sheet):**

- 1. Amendments to and/or listing of the claims; and**
- 2. Remarks / Discussion of issues.**